

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

|  |  |
|--|--|
| <b>Station and Location:</b><br><span style="font-size: 1.2em;">WRAL-TV Raleigh</span> | <b>Date:</b><br><span style="font-size: 1.2em;">8/16/12</span> |
|--|--|

I, Jon Ferrell  
do hereby request station time concerning the following issue:

National Republican Congressional Committee-IE

| Broadcast Length | Time of Day, Rotation or Package | Days         | Class        | Times per Week | Number of Weeks |
|------------------|----------------------------------|--------------|--------------|----------------|-----------------|
| See Schedule     | See Schedule                     | See Schedule | See Schedule | See Schedule   | See Schedule    |
|                  |                                  |              |              |                |                 |
|                  |                                  |              |              |                |                 |
|                  |                                  |              |              |                |                 |
|                  |                                  |              |              |                |                 |

**Total Charges:** \$53,700 G / \$45,645 Net

This broadcast time will be used by: NRCC-IE

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☐ Yes
 ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

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For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

National Republican Congressional Committee-IE  
Keith Davis- Treasurer

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

Date \_\_\_\_\_ Signature *[Signature]* Contact Phone Number 703-683-4877

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted      ☐ Accepted in Part      ☐ Rejected

Dave Lyles      Dave Lyles      Sales manager  
Signature      Printed Name      Title

**CONTRACT**

**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

|  |  |  |
|--|--|--|
| <b>Contract / Revision</b><br>116623 /                         |  | <b>Alt Order #</b><br>06281080                         |
| <b>Product</b><br>NRCC IE 09/14                                |  |  |
| <b>Contract Dates</b><br>09/14/12 - 09/20/12                   |  | <b>Estimate #</b><br>3011                              |
| <b>Advertiser</b><br>National Republican Congressional Committ |  | <b>Original Date / Revision</b><br>08/15/12 / 08/15/12 |
| <b>Billing Cycle</b><br>EOM/EOC                                | <b>Billing Calendar</b><br>Broadcast     | <b>Cash/Trade</b><br>Cash                              |
| <b>Station</b><br>WRAL   | <b>Account Executive</b><br>Cheryl Blair | <b>Sales Office</b><br>Washington Tel                  |
| <b>Special Handling</b><br>CIA - Mark PAID                     |  |  |
| <b>Demographic</b><br>Adults 35+                               |  |  |
| <b>IDB#</b>  | <b>Advertiser Code</b><br>155            | <b>Product Code</b><br>426                             |
| <b>Agency Ref</b>  |  | <b>Advertiser Ref</b>                                  |

And:

**National Media Research Planning & Placement, LLC**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

| *Line | Ch   | Start Date          | End Date        | Description     | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Type | Spots | Amount     |
|-------|------|---------------------|-----------------|-----------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 1   | WRAL | 09/14/12            | 09/14/12        | Late News       | 11-1135p       |      | :30    |                   |             | NM   | 1     | \$2,000.00 |
|       |      | ISSUE CLASS OF TIME |                 |                 |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |      | Week: 09/10/12      | 09/16/12        | ----1--         |                |      |        | 1                 | \$2,000.00  |      |       |            |
| N 2   | WRAL | 09/14/12            | 09/14/12        | Noon News       | 12p-1p         |      | :30    |                   |             | NM   | 1     | \$700.00   |
|       |      | ISSUE CLASS OF TIME |                 |                 |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |      | Week: 09/10/12      | 09/16/12        | ----1--         |                |      |        | 1                 | \$700.00    |      |       |            |
| N 3   | WRAL | 09/14/12            | 09/14/12        | 6pm News (M-F)  | 6-630p         |      | :30    |                   |             | NM   | 1     | \$2,500.00 |
|       |      | ISSUE CLASS OF TIME |                 |                 |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |      | Week: 09/10/12      | 09/16/12        | ----1--         |                |      |        | 1                 | \$2,500.00  |      |       |            |
| N 4   | WRAL | 09/14/12            | 09/14/12        | WRAL AM News    | 6-7a           |      | :30    |                   |             | NM   | 1     | \$1,600.00 |
|       |      | ISSUE CLASS OF TIME |                 |                 |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |      | Week: 09/10/12      | 09/16/12        | ----1--         |                |      |        | 1                 | \$1,600.00  |      |       |            |
| N 5   | WRAL | 09/14/12            | 09/14/12        | Inside Edition  | 7-730P         |      | :30    |                   |             | NM   | 1     | \$1,500.00 |
|       |      | ISSUE CLASS OF TIME |                 |                 |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |      | Week: 09/10/12      | 09/16/12        | ----1--         |                |      |        | 1                 | \$1,500.00  |      |       |            |
| N 6   | WRAL | 09/14/12            | 09/14/12        | Fri Hour 2      | 9-10p          |      | :30    |                   |             | NM   | 1     | \$4,000.00 |
|       |      | ISSUE CLASS OF TIME |                 |                 |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |      | Week: 09/10/12      | 09/16/12        | ----1--         |                |      |        | 1                 | \$4,000.00  |      |       |            |
| N 7   | WRAL | 09/17/12            | 09/17/12        | Late News       | 11-1135p       |      | :30    |                   |             | NM   | 1     | \$2,000.00 |
|       |      | ISSUE CLASS OF TIME |                 |                 |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |      | Week: 09/17/12      | 09/23/12        | 1-----          |                |      |        | 1                 | \$2,000.00  |      |       |            |
| N 8   | WRAL | 09/17/12            | 09/17/12        | Noon News       | 12p-1p         |      | :30    |                   |             | NM   | 1     | \$700.00   |
|       |      | ISSUE CLASS OF TIME |                 |                 |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u> |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       |      | Week: 09/17/12      | 09/23/12        | 1-----          |                |      |        | 1                 | \$700.00    |      |       |            |

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

| Contract / Revision | Alt Order # |
|---------------------|-------------|
| 116623 /            | 06281080    |

| Contract Dates      | Product       | Estimate # |
|---------------------|---------------|------------|
| 09/14/12 - 09/20/12 | NRCC IE 09/14 | 3011       |

| Advertiser              | Original Date / Revision |
|-------------------------|--------------------------|
| National Republican Con | 08/15/12 / 08/15/12      |

| *Line | Ch    | Start Date          | End Date        | Description               | Start/End Time | Days | Length | Spots/Week        | Rate        | Type | Spots | Amount     |
|-------|-------|---------------------|-----------------|---------------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| N 9   | WRAL  | 09/17/12            | 09/17/12        | 6pm News (M-F)            | 6-630p         |      | :30    |                   |             | NM   | 1     | \$2,500.00 |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/17/12            | 09/23/12        | 1-----                    |                |      |        | 1                 | \$2,500.00  |      |       |            |
| N 10  | WRAL  | 09/15/12            | 09/15/12        | Sat Hour 3                | 10-11p         |      | :30    |                   |             | NM   | 1     | \$2,000.00 |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/10/12            | 09/16/12        | -----1-                   |                |      |        | 1                 | \$2,000.00  |      |       |            |
| N 11  | WRAL  | 09/15/12            | 09/15/12        | WRAL 6a News Sat          | 6-8a           |      | :30    |                   |             | NM   | 2     | \$1,200.00 |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/10/12            | 09/16/12        | -----2-                   |                |      |        | 2                 | \$600.00    |      |       |            |
| N 12  | WRAL  | 09/15/12            | 09/15/12        | CBS This Sat Morning 8-9a | 8-9a           |      | :30    |                   |             | NM   | 2     | \$1,400.00 |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/10/12            | 09/16/12        | -----2-                   |                |      |        | 2                 | \$700.00    |      |       |            |
| D 13  | WRAL  | 09/16/12            | 09/16/12        | 6pm News (Sun)            | 6-630p         |      | :30    |                   |             | NM   | 0     | \$0.00     |
| N 14  | WRAL  | 09/16/12            | 09/16/12        | WRAL Sun Morning News     | 7-9a           |      | :30    |                   |             | NM   | 2     | \$1,800.00 |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/10/12            | 09/16/12        | -----2                    |                |      |        | 2                 | \$900.00    |      |       |            |
| N 15  | WRAL  | 09/20/12            | 09/20/12        | Late News                 | 11-1135p       |      | :30    |                   |             | NM   | 1     | \$2,000.00 |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/17/12            | 09/23/12        | ---1---                   |                |      |        | 1                 | \$2,000.00  |      |       |            |
| N 16  | WRAL  | 09/20/12            | 09/20/12        | Noon News                 | 12p-1p         |      | :30    |                   |             | NM   | 1     | \$700.00   |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/17/12            | 09/23/12        | ---1---                   |                |      |        | 1                 | \$700.00    |      |       |            |
| N 17  | WRAL  | 09/20/12            | 09/20/12        | 6pm News (M-F)            | 6-630p         |      | :30    |                   |             | NM   | 1     | \$2,500.00 |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/17/12            | 09/23/12        | ---1---                   |                |      |        | 1                 | \$2,500.00  |      |       |            |
| N 18  | WRAL  | 09/20/12            | 09/20/12        | WRAL AM News              | 6-7a           |      | :30    |                   |             | NM   | 1     | \$1,600.00 |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/17/12            | 09/23/12        | ---1---                   |                |      |        | 1                 | \$1,600.00  |      |       |            |
| N 19  | WRAL  | 09/20/12            | 09/20/12        | Inside Edition            | 7-730P         |      | :30    |                   |             | NM   | 1     | \$1,500.00 |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/17/12            | 09/23/12        | ---1---                   |                |      |        | 1                 | \$1,500.00  |      |       |            |
| N 20  | WRAL  | 09/18/12            | 09/18/12        | Late News                 | 11-1135p       |      | :30    |                   |             | NM   | 1     | \$2,000.00 |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
|       | Week: | 09/17/12            | 09/23/12        | -1-----                   |                |      |        | 1                 | \$2,000.00  |      |       |            |
| N 21  | WRAL  | 09/18/12            | 09/18/12        | Noon News                 | 12p-1p         |      | :30    |                   |             | NM   | 1     | \$700.00   |
|       |       | ISSUE CLASS OF TIME |                 |                           |                |      |        |                   |             |      |       |            |
|       |       | <u>Start Date</u>   | <u>End Date</u> | <u>Weekdays</u>           |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |

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**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

|                            |                    |
|----------------------------|--------------------|
| <u>Contract / Revision</u> | <u>Alt Order #</u> |
| 116623 /                   | 06281080           |

|                       |                |                   |
|-----------------------|----------------|-------------------|
| <u>Contract Dates</u> | <u>Product</u> | <u>Estimate #</u> |
| 09/14/12 - 09/20/12   | NRCC IE 09/14  | 3011              |

|                         |                                 |
|-------------------------|---------------------------------|
| <u>Advertiser</u>       | <u>Original Date / Revision</u> |
| National Republican Con | 08/15/12 / 08/15/12             |

| *Line   | Ch   | Start Date | End Date | Description    | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots     | Amount             |
|---|------|------------|----------|----------------|----------------|------|--------|------------|------|------|-----------|--------------------|
| <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 09/17/12 09/23/12 -1----- 1 \$700.00                           |      |            |          |                |                |      |        |            |      |      |           |                    |
| N 22  | WRAL | 09/18/12   | 09/18/12 | 6pm News (M-F) | 6-630p         |      | :30    |            |      | NM   | 1         | \$2,500.00         |
| ISSUE CLASS OF TIME<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 09/17/12 09/23/12 -1----- 1 \$2,500.00  |      |            |          |                |                |      |        |            |      |      |           |                    |
| N 23  | WRAL | 09/18/12   | 09/18/12 | WRAL AM News   | 6-7a           |      | :30    |            |      | NM   | 1         | \$1,600.00         |
| ISSUE CLASS OF TIME<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 09/17/12 09/23/12 -1----- 1 \$1,600.00  |      |            |          |                |                |      |        |            |      |      |           |                    |
| N 24  | WRAL | 09/18/12   | 09/18/12 | Inside Edition | 7-730P         |      | :30    |            |      | NM   | 1         | \$1,500.00         |
| ISSUE CLASS OF TIME<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 09/17/12 09/23/12 -1----- 1 \$1,500.00  |      |            |          |                |                |      |        |            |      |      |           |                    |
| N 25  | WRAL | 09/18/12   | 09/18/12 | Tue Hour 1     | 8-9p           |      | :30    |            |      | NM   | 1         | \$8,000.00         |
| ISSUE CLASS OF TIME<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 09/17/12 09/23/12 -1----- 1 \$8,000.00  |      |            |          |                |                |      |        |            |      |      |           |                    |
| N 26  | WRAL | 09/19/12   | 09/19/12 | Late News      | 11-1135p       |      | :30    |            |      | NM   | 1         | \$2,000.00         |
| ISSUE CLASS OF TIME<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 09/17/12 09/23/12 --1----- 1 \$2,000.00 |      |            |          |                |                |      |        |            |      |      |           |                    |
| N 27  | WRAL | 09/19/12   | 09/19/12 | Noon News      | 12p-1p         |      | :30    |            |      | NM   | 1         | \$700.00           |
| ISSUE CLASS OF TIME<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 09/17/12 09/23/12 --1----- 1 \$700.00   |      |            |          |                |                |      |        |            |      |      |           |                    |
| N 28  | WRAL | 09/19/12   | 09/19/12 | 6pm News (M-F) | 6-630p         |      | :30    |            |      | NM   | 1         | \$2,500.00         |
| ISSUE CLASS OF TIME<br><u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u><br>Week: 09/17/12 09/23/12 --1----- 1 \$2,500.00 |      |            |          |                |                |      |        |            |      |      |           |                    |
| <b>Totals</b>   |      |            |          |                |                |      |        |            |      |      | <b>30</b> | <b>\$53,700.00</b> |

| Time Period        | # of Spots | Gross Amount       | Net Amount         |
|--------------------|------------|--------------------|--------------------|
| 08/27/12 -09/20/12 | 30         | \$53,700.00        | \$45,645.00        |
| <b>Totals</b>      | <b>30</b>  | <b>\$53,700.00</b> | <b>\$45,645.00</b> |

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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